

The Price Is Right

We all agree that it's not nutrition until students eat or drink it! A smartly run lunchroom nudges students toward making better choices on their own by changing the way the food choices are presented. See the list below for low- or no-cost ways to promote the consumption of healthy school lunch options and reduce plate waste using the evidence-based principles and practices of the Smarter Lunchrooms Movement (SLM).

6 Principles of Behavioral Economics Used in Smarter Lunchrooms

These principles are based on research of various environmental cues that influence eating behavior.

**Manage
Portion
Sizes**

**Increase
Convenience**

**Improve
Visibility**

**Enhance
Taste
Expectations**

**Utilize
Suggestive
Selling**

**Set Smart
Pricing
Strategies**

Smarter Lunchrooms Item	Business Provider	Cost	SLM Scorecard Strategy
Designer Polyweave Baskets	American Discount Tableware	\$102	Focus on Fruit
Fruit Bowls	Dollar Tree, Target	\$5-\$20	Focus on Fruit
Fruit Mandolin	Webstaurant Store	\$40	Focus on Fruit
Fruit Slicer	Amazon.com	\$240	Focus on Fruit
Tiered Fruit Basket	Walmart	\$19	Focus on Fruit
Vertical Wire Displays for Fruit	Webstaurant Store	\$90	Focus on Fruit
Black Serving Bowls in the Salad Bar	Cambro	\$72	Vary the Vegetables
Spice Rack and Spices	Hubert.com, grocery stores	\$100	Vary the Vegetables
Fruit and Vegetable Photo Cards	California Department of Education	\$60	Highlight the Salad
Salad Tongs	Cash & Carry Smart Foodservice	\$2	Highlight the Salad
Sneeze Guard	Webstaurant Store	\$444	Highlight the Salad
Milk Promotional Poster	Dairy Council of California	No Cost	Move More White Milk
Milk Cooler	Economy Restaurant Equipment & Supply Company	\$2,800	Move More White Milk
This Way to Ice Cold Milk Signs	U.C. CalFresh	Free	Move More White Milk
Fun Catchy Names	SLM of CA, SLM National Office	No Cost	Boost Reimbursable Meals

Continued

Smarter Lunchrooms Item	Business Provider	Cost	SLM Scorecard Strategy
Hubert-Cling Sign Holders	Hubert.com	\$20 for six-pack, \$42 for 10-pack	Boost Reimbursable Meals
Menu Board	Green Edge Systems Inc.	\$100-\$600	Boost Reimbursable Meals
Restaurant Dome	Amazon.com	\$28	Boost Reimbursable Meals
Demo Table	Walmart	\$40	Lunchroom Atmosphere
Five-Food-Group Posters	Dairy Council of California	No Cost	Lunchroom Atmosphere
Floor Foot Decals	Dairy Council of California	Free	Lunchroom Atmosphere
Murals (Wraps)	UnderdogDecals.com, MagicMurals.com	\$1,060	Lunchroom Atmosphere
Printable Cling Sheets	SLM of CA	No Cost	Lunchroom Atmosphere
Tablecloth (Oil Cloth)	Fabric.com	\$5 per yard	Lunchroom Atmosphere
2-by-3 Vinyl Banner	UPrinting	\$17	Lunchroom Atmosphere
16-by-20 Wall Decals	UPrinting	\$16	Lunchroom Atmosphere
Mascot Costume	Amazon.com	\$440	Student Involvement
Wellness Wednesday Messages	Dairy Council of California	Free	Student Involvement
Digital Boards	CDW-G.com, Costco	\$1,067	School Community Involvement
SLM Policy Language for Local School Wellness Policy	SLM National Office, SLM of CA	Free	School Community Involvement

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SLM of CA website
<https://HealthyEating.org/SLMofCA>



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